**Course Requirements**

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business (Marketing).
- A minimum of 8 units (48 credit points) must be taken at Monash University, Caulfield Campus.
- A minimum of 12 units (72 credit points) must be taken at Monash University.
- Students may complete up to, but not exceeding 10 units (60 credit points) at first-year level.
- Students must complete a minimum of six units (36 credit points) at third-year level, of which four must be from the Bachelor of Business degree family, Caulfield Campus.

**Common Core Units**

Students MUST complete all 6 compulsory common core units:

- **AFF1110/1000** Principles of accounting and finance
- **BTF1010** Commercial law
- **ECF1100** Microeconomics
- **ETX1100** Business statistics
- **MGF1010** Introduction to management
- **MKF1120** Marketing theory and practice

**Marketing Major Units**

Students MUST complete all 6 compulsory major units:

- **MKF1120** Marketing theory and practice (also completed in common core)
- **MKF2111** Buyer behaviour (Prerequisite: MKF1120)
- **MKF2121** Market research methods (Prerequisites: MKF1120 & (ETX1100 or PSY1022))
- **MKF3121** Marketing planning and implementation (Prerequisites: MKF2111 & MKF2131)
- **MKF3131** Strategic marketing (Prerequisites: MKF2111 or MKF2121. Should be completed after MKF3121)
- **MKF3461** Marketing communication (Prerequisite: MKF2111)

Students MUST complete an additional 4 major units from the following list:

- **MKF2131** Marketing decision analysis (Prerequisite: MKF2121)
- **MKF3141** Issues in competitive advantage (Prerequisites: AFF1110/1000, BTF1010 & MKF1120)
- **MKF3471** Sales management and negotiation (Prerequisite: MKF1120)
- **MKF3531** International marketing (Prerequisite: MKF1120)
- **MKX2521** Brand management (Prerequisite: MKF1120)
- **MKX3481** Logistics and fulfillment (Prerequisite: MKF1120)
- **MKX3621** Advertising management (Prerequisite: MKF3461)
- **MKX3631** Marketing internship (Prerequisite: As appropriate for the area of internship – Faculty Office approval required)

**Faculty of Business and Economics Elective Unit**

Students MUST complete one Faculty of Business and Economics elective unit offered on the Caulfield Campus:

- **Open Elective Units**

Students MUST complete 8 open elective units:

| 1. | 3. | 5. | 7. |
| 2. | 4. | 6. | 8. |
0314 – Bachelor of Business (Marketing)
Recommended Course Progression (commencing 2009)

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Core (Compulsory) MKF1120 Marketing theory and practice 6 Pts</th>
<th>Core (Compulsory) ETX1100 Business statistics 6 Pts</th>
<th>Core (Compulsory) AFF1110/1000 Principles of accounting and finance 6 Pts</th>
<th>Elective 1 Student Choice 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKF2111 Buyer behaviour 6 Pts</td>
<td>Core (Compulsory) MGF1010 Introduction to management 6 Pts</td>
<td>Core (Compulsory) BTF1010 Commercial law 6 Pts</td>
<td>Core (Compulsory) ECF1100 Microeconomics 6 Pts</td>
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<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKF2121 Marketing research methods 6 Pts</th>
<th>Major (Choice 1) Student Choice One of the marketing units listed 6 Pts</th>
<th>Elective 2 Student Choice 6 Pts</th>
<th>Elective 3 Student Choice 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>MKF3461 Marketing communication 6 Pts</td>
<td>Major (Choice 2) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 4 Student Choice 6 Pts</td>
<td>Elective 5 Student Choice 6 Pts</td>
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<tr>
<th>Year level 3</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKF3121 Marketing planning and implementation 6 Pts Major (Compulsory)</th>
<th>Major (Choice 3) Student Choice One of the marketing units listed 6 Pts</th>
<th>FBE Elective 1 Student Choice Any unit from this faculty 6 Pts</th>
<th>Elective 6 Student Choice 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKF3131 Strategic marketing 6 Pts</td>
<td>Major (Choice 4) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 7 Student Choice 6 Pts</td>
<td>Elective 8 Student Choice 6 Pts</td>
<td></td>
</tr>
</tbody>
</table>

RESPONSIBILITY FOR UNIT CHOICE
Students are advised that, while the course advisors will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements.